

## **Historic, Archive Document**

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Fall 1927

Spring 1928

PREPAID PRICES  
on  
"Extristrong" *Gladiolus Bulbs*  
offered by  
WATERLOO BULB FARMS  
BOX 165 :: WATERLOO, IOWA



THIS IS OUR NEW WAREHOUSE

*as seen from the highway coming from Waterloo, with both wagons being unloaded. Designed and built solely for the curing and storage of Gladiolus bulbs. This building is 126 ft. 6 in. long by 29 ft. 4 in. wide, with an 8 ft. cellar under it, giving us 63,000 cubic feet of storage space. Yes that will cure and properly store millions of them.*

These bulbs are from disbudded or unbloomed plants, one inch or more in diameter, and just ready to make their finest blooms. We consider these prices very low, but the prices should not be compared with prices for large old bulbs that have previously produced cut flowers.

We know what you want, or at least think we do. Here is our guess:

First and foremost. You want bulbs of high quality that are sure to produce fine large flowers of gorgeous colors when properly planted and cared for—that means plump, young, unbloomed bulbs not over 2 years old, properly cured and stored, clean and free from disease.

Second. Though the price is only a secondary consideration, you want it within reason—not too high, but high enough so that you have a right to expect bulbs of high quality.

Third. You want prompt attention to your orders. You want them carefully filled, packed and labeled. When you order Scarlet Princeps, you want Scarlet Princeps and not some inferior red, and when you order Albania, you want the best white on earth.

When you order mixed, you want the same high quality bulbs in a variety of colors and markings and you want early, mid-season and late kinds.

If we have guessed your wants fairly close, please let us have your order early and see how near we come to doing all these things. We want to please you and you can help us do so by letting us have your order early. Remember, we will have thousands of orders besides yours to fill and we want to fill each one so that it will be back again next year. We grow nothing but Gladiolus bulbs, so our Gladiolus bulbs must please you.

Here is our list. Prepaid anywhere in the United States. Terms: Cash with order.

	12	25	50	100
America .....	\$ .35	\$ .55	\$ .90	\$1.60
Alice Tiplady .....	.35	.55	.90	1.60
Arizona Rose .....	.40	.65	1.10	2.00
Anna Eberius .....	.40	.65	1.10	2.00
Albania .....	.50	.75	1.30	2.40
Baron Hulot .....	.50	.90	1.55	2.90
Chicago White .....	.30	.50	.80	1.40
Carmen Sylva .....	.75	1.20	2.20	4.20
Crimson Glow .....	.50	.90	1.55	2.90
Evelyn Kirtland .....	.50	.70	1.20	2.20
E. J. Shaylor .....	.40	.65	1.10	2.00
Early Sunrise .....	.50	.90	1.55	2.90
Halley .....	.35	.55	.90	1.60
Herada .....	.40	.65	1.10	2.00
Jaek London .....	.50	.90	1.55	2.90
Jewell .....	.50	.90	1.55	2.90
L. M. Foeh .....	.35	.55	.90	1.60
Lily White .....	.35	.55	.90	1.60
Louise .....	.50	.90	1.55	2.90
Mrs. F. C. Peters .....	.75	1.30	2.35	4.50
Mrs. F. King .....	.35	.55	.90	1.60
Mrs. F. Pendleton .....	.35	.55	.90	1.60
Mrs. H. E. Bothin .....	.50	.70	1.20	2.20
Maiden's Blush .....	.35	.55	.90	1.60
Mary Pickford .....	.50	.70	1.20	2.20
Niagara .....	.40	.65	1.10	2.00
1910 Rose .....	.35	.55	.90	1.60
Peace .....	.35	.55	.90	1.60
Peach Rose .....	.75	1.25	2.30	4.40
Purple Glory .....	.75	1.25	2.30	4.40
Rose Ash .....	.50	.85	1.55	2.90
Rose Glory .....	.50	.70	1.20	2.20
Rose Pearl .....	.35	.55	.90	1.60
Scarlet Princeps .....	.50	.85	1.55	2.90
Scarlet Wonder .....	1.00	1.50	2.80	5.40
Schwaben .....	.35	.55	.90	1.60
Wilbrink .....	.35	.55	.90	1.60
War .....	.50	.70	1.20	2.20
Smedley's Waterloo Wonder Mixture .....	.35	.55	.90	1.60
Longfellow .....			each, 50c; dozen, \$5.00	
Elizabeth Swartley .....			each, \$5.00	



THIS IS THE WAY WE SAW LUMBER  
into the proper lengths for making our storage crates.

**Waterloo Wonder Collection**, prepaid anywhere in U. S. A. for \$1.00, is a wonderful bargain. It contains 30 1-inch bulbs, six or more varieties, all properly labeled and carefully packed. **And here is a secret** you can tell your friends: 500 of these collections in our first packing of 1,000 boxes, is going to contain one **Longfellow**, and 10 out of the thousand boxes will contain one **Elizabeth Swartley**.

You see, folks, how it is—this Waterloo Wonder Collection is my very special hobby—we use it as an advertising stunt to get a few of our “Extristrong” one-inch bulbs into the hands of new buyers, to make real friends of them. We want them to know the quality, so when they want to make large plantings they will know where to get good bulbs. Now this is the way we handle it: About the first of December, or as soon as we get our stock all cleaned and graded and counted, we fill one thousand of these boxes and pack them ready for shipping and as the orders come in, the packages are labeled and ready to go whenever weather permits. If shipping time is left to us we guarantee they will reach you in perfect condition.

By the time these packages are ready no one, not even I, will know which packages contain the **Elizabeth Swartleys** or which will contain the **Longfellows**. Here is all any of us will know: That in the first packing of 1,000 collections, 10 of them will contain 1 **Elizabeth Swartley** and 29 other bulbs. 500 of them will contain 1 **Longfellow** and 29 other bulbs, and that there will not be a single box in the entire lot of 1,000 worth less than \$2.00 retail value. So no matter which box you get, **You Win**. I make the special request that those of you so extremely fortunate as to get a **Longfellow** or a **Swartley**, please write me and tell me what you think of my hobby—Waterloo Wonder Collection. Usually the weather permits us to ship up to December 10th and after March 10—between these dates it is seldom safe.

Remember, the price is only \$1.00 postpaid anywhere in the U. S. A.

You need not write a letter—just pin your address to a dollar and mail it to us. If we cannot ship before the cold weather sets in, acknowledgment of order and receipt of your dollar will be sent you about December 10th.

Act at once—get your order in before the first thousand collections are sold. Orders filled in rotation as they arrive. Growing instructions are in each box.

Very truly yours,

T. D. SMEDLEY, Owner,



THIS IS A FIELD SCENE

*in which the men are pulling up the plants, which have been previously loosened, while Dave is arranging them in crates to cure. The teams stopped hauling long enough to get in the picture.*



HERE ARE THE WEEDERS

*at work strung out over the field, careful to get the weed without injury to the plant. They claim the foreman can see a weed a half mile away.*



AND HERE ARE THE SAME WEEDERS  
*bunched for the picture.*

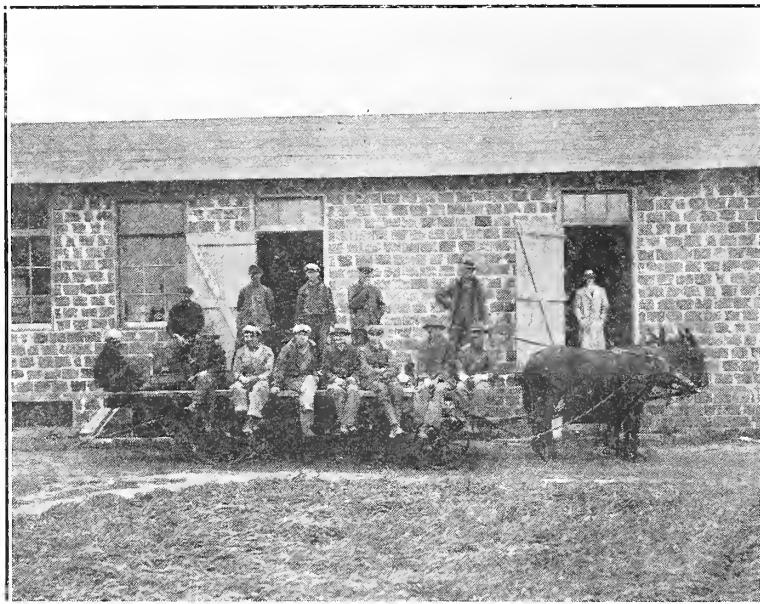
We are pleased to introduce to the plant world

## The Peerless Plant Marker

which we consider the best thing of the kind in existence. Made of non-rusting Galvaneal, lasts for years. Not necessary to stoop to read it. The ordinary lead pencil you have in your pocket is the very best thing to use—no zinc nor acid to fuss with. Readily changed from one name to another, room enough to write not only the names of plants, bulbs or roots, but when planted, what size they were, where you bought them, how satisfactory they were, etc.

In short, we agree with others: "It is the best we have ever seen." Sells at 15c each, \$1.50 per dozen, \$7.50 per hundred, or \$65.00 per thousand. Comes packed in cases of one dozen and one hundred, so in less than hundred lots the dozen price prevails.

It surely is the neatest, the most serviceable and least expensive of them all. We think you'll agree with the rest of us when you see it. Samples, 15c.



"THE END OF A PERFECT DAY"

*All through, ready for home and babies and glad of it. W. J. (Jimmie) Stokes, who represents us in Kentucky, Illinois and Iowa, happened in just then and got his picture taken too. He wishes me to explain to his friends that he is standing in the door-way and not trying to do a bare-back stunt on the mule. Foreman G. W. Ellsworth is "at the wheel." The dignified looking gentleman standing by the other door with hands behind him is assistant foreman D. H. (Dave) Upcraft—this however is not his position when there is work to do. They sure are a happy bunch of "go-getters."*

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## WATERLOO BULB FARMS BOX 165 :: WATERLOO, IOWA

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*Wholesale Growers of "Extristrong" Gladiolus Bulbs*

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MEMBER

American Gladiolus Society

Society of American Florists

Florists' Credit Association